

THE NCSTM
The National Citizen SurveyTM

Goodyear, AZ

Trends over Time

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Goodyear to its previous survey results in 2014 and 2015. Additional reports and technical appendices are available under separate cover.

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Goodyear for 2018 generally remained stable. Of the 129 items for which comparisons were available, 99 items were rated similarly in 2015 and 2018; two items showed a decrease in ratings and 28 showed an increase in ratings. Notable trends over time included the following:

- While most aspects of Community Characteristics remained stable from 2015 to 2018, several were trending up and one was trending down. Goodyear residents gave higher ratings to the ease of walking, overall economic health, employment opportunities, Goodyear as a place to work, social events and activities, neighborliness and the overall image of Goodyear in 2018 compared to 2015. Ratings of air quality decreased during this same time period.
- Most of the rating increases in 2018 were within the pillar of Governance. Residents gave higher ratings to 16 aspects of Governance in 2018, across all facets. No ratings decreased in Governance from 2015 to 2018. Perhaps most notably, resident perception of several General aspects of Governance improved in 2018. Goodyear residents gave more favorable ratings to the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and the overall quality of customer service provided by City employees.
- Most reported rates of Participation remained steady from 2015 to 2018; however there were some fluctuations. More survey respondents reported that they had used Goodyear public libraries, attended City-sponsored events or attended a local public meeting in 12 months prior to the survey in 2018. Further, more residents had a positive economic outlook and gave higher ratings to the overall sense of community in Goodyear. Fewer survey respondents indicated that they had had contact with a City employee in 2018 compared to 2015.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Overall quality of life	91%	88%	90%	Similar	Similar	Similar	Similar
Overall image	81%	75%	81%	Higher	Similar	Similar	Similar
Place to live	95%	93%	94%	Similar	Similar	Similar	Similar
Neighborhood	92%	92%	91%	Similar	Similar	Similar	Similar
Place to raise children	87%	85%	88%	Similar	Similar	Similar	Similar
Place to retire	84%	84%	87%	Similar	Higher	Higher	Higher
Overall appearance	85%	82%	84%	Similar	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Overall feeling of safety	90%	89%	89%	Similar	Similar	Similar	Similar
	Safe in neighborhood	97%	97%	96%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	90%	89%	88%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	85%	84%	85%	Similar	Similar	Similar	Similar
	Paths and walking trails	68%	63%	67%	Similar	Similar	Similar	Similar
	Ease of walking	72%	65%	71%	Higher	Similar	Similar	Similar
	Travel by bicycle	60%	58%	57%	Similar	Similar	Similar	Similar
	Travel by public transportation	27%	31%	35%	Similar	Lower	Lower	Similar
	Travel by car	86%	85%	85%	Similar	Higher	Higher	Higher
	Traffic flow	79%	76%	74%	Similar	Higher	Higher	Higher
Natural Environment	Overall natural environment	80%	82%	82%	Similar	Similar	Similar	Similar
	Cleanliness	83%	81%	79%	Similar	Similar	Similar	Similar
	Air quality	58%	66%	56%	Lower	Similar	Similar	Lower
Built Environment	Overall built environment	70%	66%	71%	Similar	Similar	Similar	Similar
	New development in Goodyear	59%	56%	60%	Similar	Similar	Similar	Similar
	Affordable quality housing	73%	70%	66%	Similar	Higher	Higher	Higher
	Housing options	78%	77%	75%	Similar	Higher	Higher	Higher
	Public places	63%	64%	64%	Similar	Similar	Similar	Similar
Economy	Overall economic health	67%	67%	76%	Higher	Similar	Similar	Similar
	Vibrant downtown/commercial area	30%	27%	31%	Similar	Lower	Lower	Lower
	Business and services	65%	61%	63%	Similar	Similar	Similar	Similar
	Cost of living	61%	57%	58%	Similar	Higher	Similar	Higher
	Shopping opportunities	51%	51%	50%	Similar	Similar	Similar	Similar
	Employment opportunities	29%	31%	38%	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
	Place to visit	64%	65%	64%	Similar	Similar	Similar	Similar
	Place to work	58%	58%	66%	Higher	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	68%	75%	74%	Similar	Similar	Similar	Similar
	Mental health care	51%	51%	51%	Similar	Similar	Similar	Similar
	Preventive health services	71%	66%	70%	Similar	Similar	Similar	Similar
	Health care	69%	66%	67%	Similar	Similar	Similar	Similar
	Food	72%	69%	68%	Similar	Similar	Similar	Similar
	Recreational opportunities	65%	65%	66%	Similar	Similar	Similar	Similar
	Fitness opportunities	76%	70%	75%	Similar	Similar	Similar	Similar
	Education and enrichment opportunities	61%	64%	62%	Similar	Similar	Similar	Similar
	Religious or spiritual events and activities	72%	72%	74%	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	46%	45%	50%	Similar	Similar	Similar	Similar
Education and Enrichment	Adult education	52%	55%	55%	Similar	Similar	Similar	Similar
	K-12 education	70%	68%	71%	Similar	Similar	Similar	Similar
	Child care/preschool	60%	59%	64%	Similar	Similar	Similar	Similar
	Social events and activities	54%	49%	57%	Higher	Similar	Similar	Similar
Community Engagement	Neighborliness	62%	62%	67%	Higher	Similar	Similar	Similar
	Openness and acceptance	73%	72%	69%	Similar	Similar	Similar	Similar
	Opportunities to participate in community matters	58%	59%	62%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	60%	65%	Similar	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Services provided by Goodyear	81%	78%	81%	Similar	Similar	Similar	Similar
Customer service	78%	77%	84%	Higher	Similar	Similar	Similar
Value of services for taxes paid	61%	54%	62%	Higher	Similar	Similar	Similar
Overall direction	74%	73%	72%	Similar	Higher	Similar	Higher
Welcoming citizen involvement	63%	60%	70%	Higher	Similar	Similar	Higher
Confidence in City government	63%	62%	69%	Higher	Similar	Similar	Higher
Acting in the best interest of Goodyear	64%	65%	70%	Higher	Similar	Similar	Higher
Being honest	65%	64%	69%	Similar	Similar	Similar	Similar
Treating all residents fairly	69%	66%	71%	Higher	Higher	Similar	Higher
Services provided by the Federal Government	35%	41%	45%	Similar	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Police	88%	87%	90%	Similar	Similar	Similar	Higher
	Fire	95%	93%	96%	Similar	Similar	Similar	Similar
	Ambulance/EMS	94%	91%	93%	Similar	Similar	Similar	Similar
	Crime prevention	82%	80%	83%	Similar	Similar	Similar	Higher
	Fire prevention	84%	78%	84%	Higher	Similar	Similar	Similar
	Emergency preparedness	56%	65%	61%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	78%	73%	75%	Similar	Similar	Similar	Similar
	Street repair	69%	65%	69%	Similar	Higher	Higher	Higher
	Street cleaning	79%	73%	78%	Similar	Similar	Similar	Higher
	Street lighting	72%	73%	75%	Similar	Similar	Similar	Higher
	Sidewalk maintenance	72%	71%	78%	Higher	Higher	Higher	Higher
	Traffic signal timing	56%	57%	60%	Similar	Similar	Similar	Similar
	Bus or transit services	34%	34%	43%	Higher	Lower	Lower	Similar
	Garbage collection	90%	88%	88%	Similar	Similar	Similar	Similar
Natural Environment	Recycling	88%	86%	87%	Similar	Similar	Similar	Similar
	Yard waste pick-up	84%	81%	87%	Higher	Similar	Similar	Similar
	Drinking water	54%	51%	55%	Similar	Lower	Lower	Lower
	Natural areas preservation	67%	62%	64%	Similar	Similar	Similar	Similar
	Open space	69%	62%	67%	Similar	Similar	Similar	Similar
	Storm drainage	75%	66%	80%	Higher	Similar	Similar	Higher
Built Environment	Sewer services	78%	75%	82%	Higher	Similar	Similar	Similar
	Utility billing	68%	61%	63%	Similar	Similar	Similar	Similar
	Land use, planning and zoning	62%	55%	61%	Higher	Similar	Similar	Similar
	Code enforcement	54%	53%	66%	Higher	Similar	Similar	Higher
Economy	Economic development	54%	55%	63%	Higher	Similar	Similar	Similar
Recreation and Wellness	City parks	79%	78%	79%	Similar	Similar	Similar	Similar
	Recreation programs	64%	67%	74%	Higher	Similar	Similar	Similar
	Recreation centers	67%	67%	67%	Similar	Similar	Similar	Similar
	Health services	67%	67%	72%	Similar	Similar	Similar	Similar
Education and Enrichment	Special events	68%	67%	69%	Similar	Similar	Similar	Similar
	Public libraries	66%	78%	82%	Similar	Lower	Similar	Similar
Community Engagement	Public information	69%	68%	72%	Similar	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Sense of community	63%	59%	68%	Higher	Similar	Similar	Similar
Recommend Goodyear	95%	91%	92%	Similar	Similar	Similar	Similar
Remain in Goodyear	90%	86%	90%	Similar	Similar	Similar	Similar
Contacted Goodyear employees	39%	45%	37%	Lower	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Stocked supplies for an emergency	25%	24%	28%	Similar	Lower	Lower	Similar
	Did NOT report a crime	83%	85%	83%	Similar	Similar	Similar	Similar
	Was NOT the victim of a crime	86%	93%	93%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	6%	5%	4%	Similar	Much lower	Much lower	Much lower
	Carpooled instead of driving alone	48%	45%	45%	Similar	Similar	Similar	Similar
	Walked or biked instead of driving	55%	45%	50%	Similar	Similar	Lower	Similar
Natural Environment	Conserved water	90%	90%	91%	Similar	Similar	Similar	Similar
	Made home more energy efficient	78%	80%	78%	Similar	Similar	Similar	Similar
	Recycled at home	94%	93%	95%	Similar	Higher	Similar	Similar
Built Environment	Did NOT observe a code violation	50%	52%	55%	Similar	Similar	Similar	Similar
	NOT under housing cost stress	75%	74%	69%	Similar	Similar	Similar	Similar
Economy	Purchased goods or services in Goodyear	98%	97%	98%	Similar	Similar	Similar	Similar
	Economy will have positive impact on income	35%	33%	45%	Higher	Higher	Similar	Higher
	Work in Goodyear	31%	27%	25%	Similar	Lower	Lower	Lower
Recreation and Wellness	Used Goodyear recreation centers	53%	49%	53%	Similar	Similar	Similar	Similar
	Visited a City park	83%	78%	81%	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	86%	85%	84%	Similar	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	87%	82%	87%	Similar	Similar	Similar	Similar
	In very good to excellent health	75%	65%	66%	Similar	Similar	Similar	Similar
Education and Enrichment	Used Goodyear public libraries	44%	47%	53%	Higher	Much lower	Lower	Lower
	Participated in religious or spiritual activities	51%	42%	43%	Similar	Similar	Similar	Similar
	Attended a City-sponsored event	49%	41%	47%	Higher	Similar	Lower	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Community Engagement	Campaigned for an issue, cause or candidate	14%	15%	18%	Similar	Similar	Similar	Similar
	Contacted Goodyear elected officials	8%	8%	9%	Similar	Similar	Similar	Similar
	Volunteered	32%	32%	28%	Similar	Lower	Similar	Lower
	Participated in a club	27%	28%	25%	Similar	Similar	Similar	Similar
	Talked to or visited with neighbors	90%	88%	91%	Similar	Similar	Similar	Similar
	Done a favor for a neighbor	76%	76%	80%	Similar	Similar	Similar	Similar
	Attended a local public meeting	15%	17%	22%	Higher	Similar	Similar	Similar
	Watched a local public meeting	10%	9%	13%	Similar	Much lower	Lower	Lower
	Read or watched local news	87%	84%	84%	Similar	Similar	Similar	Similar
	Voted in local elections	79%	80%	81%	Similar	Similar	Similar	Similar